

Experience

Quyen Nguyen is a 17-year veteran of sales and marketing for consumer packaged goods and telecommunications.

Integrated Marketing

As Campaign Manager for Nokia, she was responsible for developing holistic Go-to-Market plans to launch fashion, active and premium products. Quyen was instrumental in launching the first camera phone in North America and was recognized by *Ad Age* as a Top 50 Marketer.

New Product Development

Quyen joined Nokia in 1999, and held several positions including Digital Services Manager focused on the music and entertainment category. As Strategic Partnerships Manager, she focused on building the community of developers creating applications for Nokia's digital convergence devices.

Sales & Account Management

Prior to Nokia, she worked for Campbell Soup Company as an

Account Manager. She produced double-digit growth at several major food distributors including Alliant, Ben E. Keith and US Foodservices in North Texas.

Services Marketing & PR

Quyen managed Marketing and Public Relations for Jenkens & Gilchrist, P.C. where she planned corporate social activities and marketing events for participants such as Women in Finance and The Economic Forum.

Education

Master of Business Administration from Southern Methodist University

Bachelor's of Business Administration in Marketing from Baylor University with Magna cum laude honors

Contact

Quyen Nguyen
Marketing and Communications
Aperio Insights, LLC
Phone: 214.517.4359
Email: Quyen@AperioInsights.com